



SPONSORSHIP OPPORTUNITIES

50+EXPO 2010

Get connected to the active senior market of Howard County and surrounding communities by becoming a sponsor for the 12th annual 50+EXPO. Market your products and services to an upscale, educated audience while associating your business or organization with quality programming. In 2010, the 60+ population of Howard County is projected to be 46,000; 37% have incomes greater than \$50,000.

PLATINUM SPONSORSHIP

As a Platinum Sponsor, your company will be recognized in print promotional materials and on event signage as the exclusive sponsor (Platinum) of one of the following packages:

LIVING GREEN EXHIBIT AREA (\$2,000):

Today's consumers are committed to preserving the environment – Baby Boomers are twice as likely to associate their own personal values with companies and brands. Our Living Green exhibit area debuted in 2009 to rave reviews.

Benefits:

- Prime exhibit space up to 20' x 10'.
- Company banner (provided by sponsor) prominently displayed in the Café.

CAFÉ 50+ (\$5,000):

Attendees enjoy daylong entertainment in our highly trafficked food area.

Benefits:

- Corporate promotion on individual table cards (provided by sponsor).
- Company banner (provided by sponsor) prominently displayed in the Café.
- Sponsor may have a skirted information table in the Café.

PRIME LOCATION EXHIBIT SPACE (\$5,000):

Exceptionally visible 16' x 16' booth space on Main Street.

Benefits:

- Booth location on Main Street is central to all event activity.
- Well-situated for multimedia presentations.

CAPITOL STEPS (\$8,000):

Two performances of "The Capitol Steps" in the 750 seat Jim Rouse Theatre. This sidesplitting political humor troupe attracts a Standing Room Only crowd. (Subject to contract with Capitol Steps). This is a ticketed performance but attendance is free to the public.

Benefits:

- Sponsor logo projected on screen prior to performance.
- Recognition by high-ranking county official prior to performance.
- Sponsor logo imprinted on ticket; sponsor may have a coupon on back side of ticket.
- Reserved block of 20 seats for your employees or guests.
- Sponsor may distribute company materials to attendees as they enter the theatre.

ATTENDEE GIVEAWAY (\$5,000 + cost of item):

Sponsor provides 4,000 giveaway items (in collaboration with the Office on Aging) to be distributed upon entry to event. Giveaway item to be imprinted with sponsor logo and Office on Aging logo.

Benefits:

- Provides a targeted branding opportunity.

SPEAKER SERIES (\$6,000 – 2 opportunities):

Create a speaker program with topics of high-interest to the 50+ community featuring experts selected by your organization (topics subject to approval by the Office on Aging).

Speaker Series I:

- Fifty-seat classroom is located on Main Street.
- Complimentary Main Street booth near seminar classroom.
- Company banner (provided by sponsor) prominently displayed in the seminar classroom.

Speaker Series II:

- 60-seat lounge is in close proximity to Main Street and Café 50+.
- Complimentary Main Street booth.
- Company banner (provided by sponsor) prominently displayed in the seminar area.

EVENT BAGS (\$13,000):**Benefits:**

Four thousand high-quality bags distributed at the 50+EXPO entrance (bags to be selected by the Office on Aging). One side of the bag features your corporate promotion; the second side will promote the Office on Aging.

ADDITIONAL PLATINUM SPONSORSHIP OPPORTUNITIES:

We are happy to work with you to design a custom sponsorship.

GOLD SPONSORSHIP (Multiple Opportunities Available, \$1500.)**Benefits:**

- Complimentary Main Street booth with prominent visibility
- Sponsor's name listing on 50+EXPO 2010 print promotional materials
- Sponsor recognition on signage at the event

For more details, contact: Laurie Diener, Event Coordinator
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